

Hudson Valley

MEDIA KIT 2023



We are the dominant media in the Hudson Valley.

For 50+ years *Hudson Valley* has celebrated the essence of life in the Hudson Valley, covering all the region has to offer from food to home, health, wellness, and style. We're interacting with our readers monthly through our print magazine, daily through our newsletters and social media, and we're hosting exclusive events that bring area businesses and our readers together.

For businesses looking to connect with the region's consumers, influencers, and business leaders, our goal is simple:

- + Attract a high-value audience
- + Connect them to our partners
- + Build & support our partners' businesses

Multiple platforms = Multiple touchpoints

Hudson Valley connects its advertising partners with a highly coveted audience through dynamic multimedia platforms. Take a comprehensive approach to your advertising package with a complete combination of print, digital, social media, email marketing and live events to create a customized strategy that meets all of your marketing goals.



WEBSITE

4,129,105
TOTAL YEARLY VISITS

186,962
AVERAGE MONTHLY UNIQUE VISITORS

123,126
AVERAGE MONTHLY MOBILE VISITS



EVENTS

1,500+
ATTENDEES

SOCIAL

194,790+**

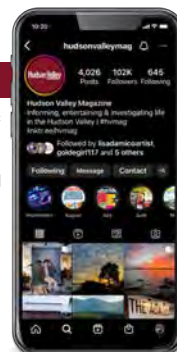
TOTAL REACH

56,046+

102,579+

34,645+

1,521+



EMAIL MARKETING

35,975
OPT-IN NEWSLETTER SUBSCRIBERS

20,823
OPT-IN EBLAST VIP SUBSCRIBERS

14.3%
AVG. OPEN RATE OF NEWSLETTERS

Source: 2021 CVC Audit Report
*Google Analytics July 2021 - July 2022
As of August 2022



Meet our print readers.

Hudson Valley's audience and distribution is verified by the Circulation Verification Council (CVC) which provides an annual independent audit. *Hudson Valley* covers the ten counties of Albany, Rensselaer, Columbia, Dutchess, Greene, Orange, Putnam, Rockland, Westchester, and Ulster.

Total Monthly Readers	136,042+
Avg. Reader Age	55
25-44	20%
45-64	58%
65+	23%
Female	63%
Male	37%
Avg. Household Income	\$231,028
Greater than \$100,000	37%
Greater than \$200,000	33%
Homeowners	89%
Avg. Home Value	\$789,098
Graduated college and/or completed post graduate	66%
Purchase products or services from ads in the magazine	77%
In the next 12 months readers plan to:	
Enjoy dining & entertainment	84%
Buy furniture/home furnishings	78%
Vacation/travel	78%
Purchase women's apparel	75%
Buy lawn/garden products	45%
Purchase a new or used automobile	37%

Source: 2021 CVC Audit Report



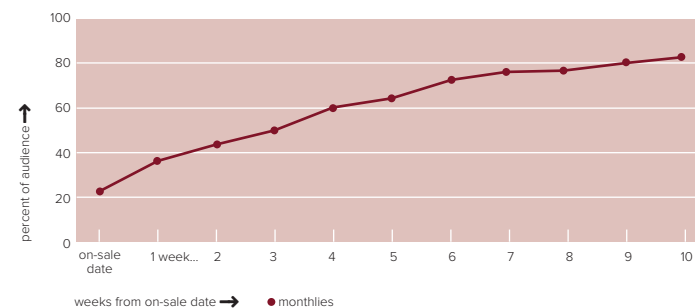
Why Print?

Year after year, magazines consistently score higher than tv and the internet on key engagement attributes. Readers find the content more trustworthy, inspiring and life-enhancing and their engagement with ads is significantly stronger.

88% of adults say they have read magazines in the last six months¹
(90% under 35 and under 25)

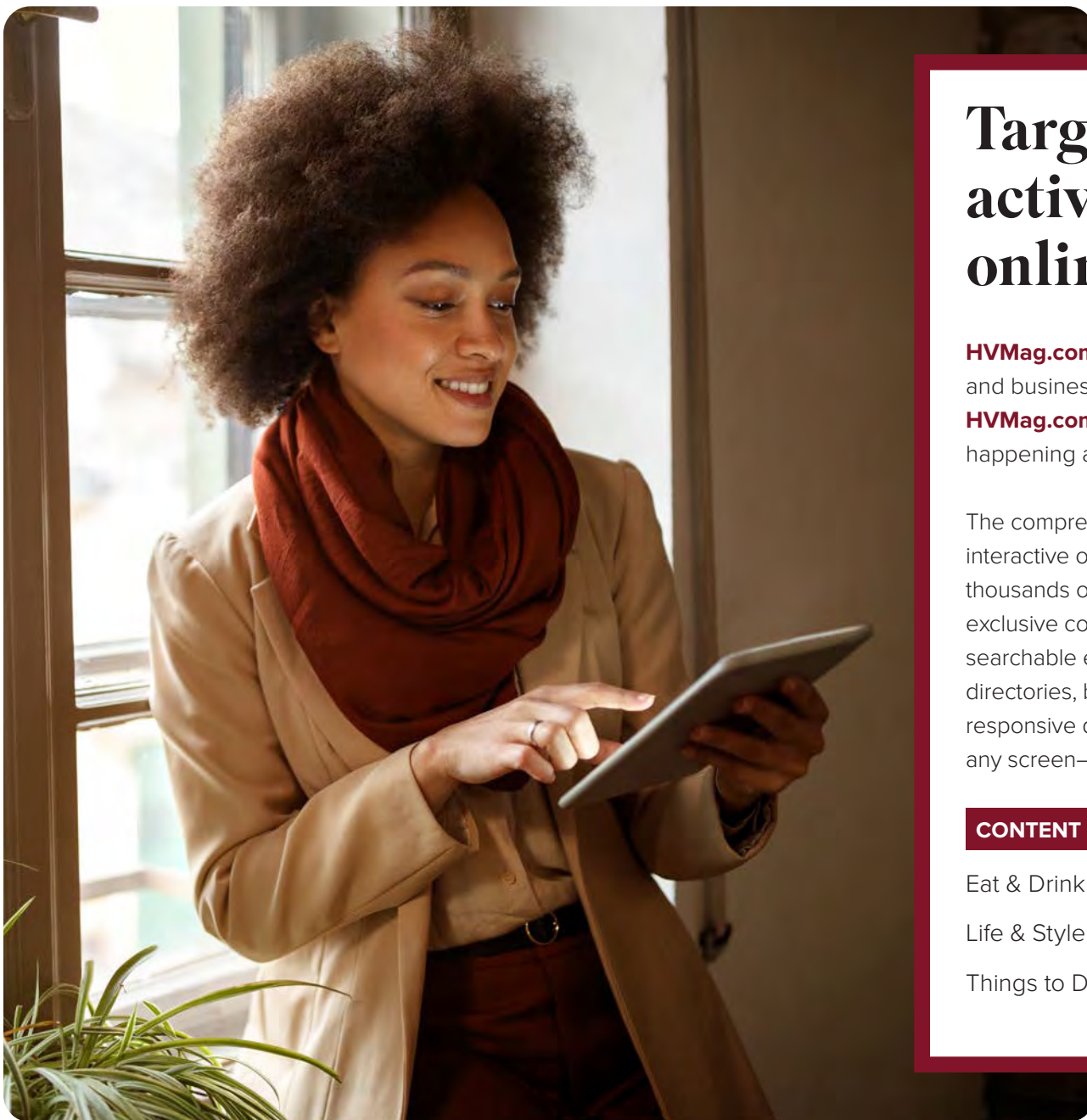
Print advertising offers a **\$3.94** return for every \$1 spent. That's 50% higher than the \$2.63 average ROI from digital display and more than double the \$1.52 from digital video.²

Magazine readership continues to grow long after publication date³



Source: ¹MPA Factbook 2021;

²Nielsen Catalina Solutions, 2015; ³GfK MIR 2000



Target our active, engaged, online audience.

HVMag.com is the go-to resource for local residents and businesses. As an extension of our print magazine, **HVMag.com** features daily updates on what is happening across the region.

The comprehensive website offers a wide variety of interactive opportunities for advertisers to reach the thousands of site visitors we attract each day. Filled with exclusive content including a regional dining database, searchable events calendar, local business resource directories, blogs and timely articles, **HVMag.com** has a responsive design that delivers your message 24/7 on any screen—PC, Mac, smartphone or tablet.

CONTENT CHANNELS

Eat & Drink

Home & Property

Life & Style

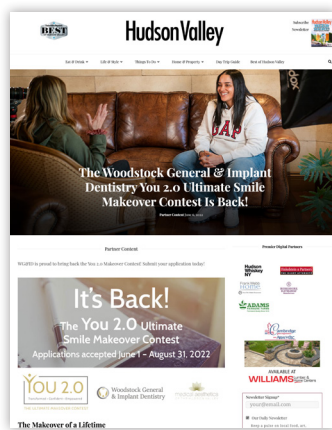
Day Trip Guide

Things to Do

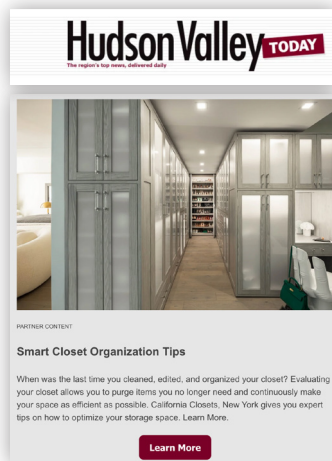
Best of
Hudson Valley®

Digital content, delivered daily.

We deliver dynamic, high-quality content to our audience and valuable, impactful advertising and marketing campaigns to our partners and clients.



NATIVE ADVERTISING



E-NEWSLETTER SPONSORSHIP

OUR PERFORMANCE*

4,129,105

TOTAL YEARLY VISITS (pageviews)

186,962

AVERAGE MONTHLY UNIQUE VISITORS

123,126

AVERAGE MONTHLY MOBILE VISITS

35,075

OPT-IN NEWSLETTER SUBSCRIBERS

21,200+

OPT-IN EBLAST VIP SUBSCRIBERS

14.3%

AVG. OPEN RATE OF NEWSLETTERS

BE SOCIAL**

@ 102,579+

f 56,046+

🐦 39,645+

in 1,521+

FOLLOW US

@hudsonvalleymag

@hvmagevents

#HudsonValleyMag



DEDICATED E-BLAST



SOCIAL MEDIA

*Google Analytics July 2021 - July 2022
**As of August 2022

There's nothing like face-to-face marketing!

Our professional marketing and events team produces high-end, diverse events and brand experiences that deliver results. From large-scale parties to intimate cocktail evenings, networking events and awards celebrations, we put your brand front and center with the Hudson Valley's most-desired industries, individuals and audiences. Bring your brand to life as we engage and activate your target audience through pre-promotion, onsite activation and strategic follow-up. You're sure to leave a lasting impression with our interested, influential guests.



UNVEILED A Boutique Bridal Brunch

*Westchester/Hudson Valley
Weddings' Unveiled: A Boutique
Bridal Brunch*

FEBRUARY 26, 2023



**EXCELLENCE IN
NURSING**

*Hudson Valley Magazine's
Excellence in Nursing Awards*

MAY 3, 2023



*Hudson Valley Magazine's
Best of Hudson Valley® Party*

SEPTEMBER 2023



*Hudson Valley Magazine's
Women in Business Luncheon*

DECEMBER 2023



More adults 18-29 read magazines (95%) than use Facebook (81%).*

*Pew Research Center Social Media Fact Sheet, Feb 2018; GfK MRI, Fall 2017

Reach Local Brides Planning Their Big Day.

To create their dream-come-true wedding, local brides and grooms turn to *Westchester/Hudson Valley Weddings* magazine and HVMag.com/weddings for tips, trends and ideas from the experts. This is the only truly local bridal publication in the market featuring homegrown resources and content that can't be found anywhere else.

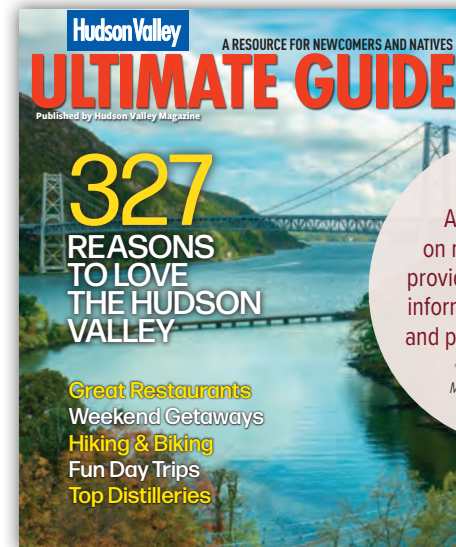
DISTRIBUTION

Targeted distribution of 25,000 copies annually throughout Westchester County, the Hudson Valley, Fairfield County, CT, and New York City via:

Bridal Registries	Hotel & Reception Sites
Bridal Shows	Beauty Salons & Spas
Wedding Consultants	Bridal Shops
Newsstands at prime retail locations	

SPACE RESERVATION DEADLINE: **November 2, 2022**

DELIVERY: **December 5, 2022**



Adults 18-49 rely on magazine media to provide them with valued information, conversation and purchase inspiration.*

*Source: Simmons Multi-Media Engagement Study, Spring 2017

Introduce Your Business to an Audience that is New to the Valley.

Targeted towards new residents and visitors, this annual guide to the Hudson Valley showcases local dining, arts and entertainment, shopping, education, outdoor recreation, town descriptions, and more!

DISTRIBUTION

- Targeted mailing to new homeowners
- Available at premium hotels and newsstands year round
- Bonus distribution at *Hudson Valley* signature events
- Print and digital versions available
- Kept by readers and referred to throughout the year

Don't miss this once-a-year opportunity!

SPACE RESERVATION DEADLINE: **March 17, 2023**

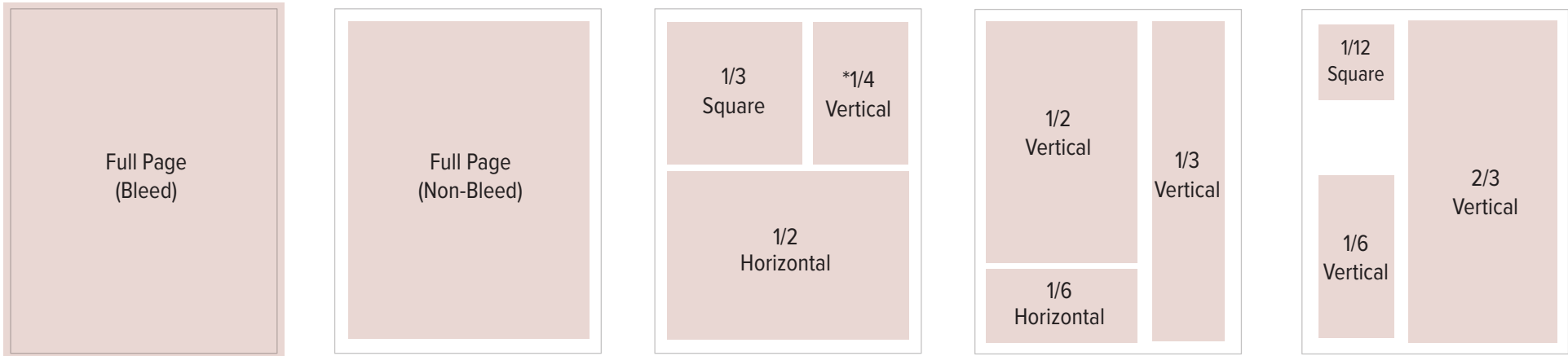
DELIVERY: **March 27, 2023**

	FEATURES	SPECIAL ADVERTISING CONTENT	ANCILLARIES	EVENTS	SPACE CLOSE	MATERIALS DUE	PUB DATE
FEB	INNOVATIVE NEW BUSINESSES Stress Less: Rx for Self-Care Best Mexican Food Eateries	Camp Guide Health & Wellness	<i>Valley Table</i> - Spring SPACE CLOSE: 1/31/23 PUB DATE: 3/3/23	<i>Westchester Magazine/ Hudson Valley Weddings'</i> Unveiled: A Boutique Bridal Brunch	DEC 1	DEC 9	JAN 13
MAR	SPRING ROAD TRIPS A Farm for the Future The Region's Top Lawyers	Area Attractions :: Dental Health Lawyers :: Outdoor Living Private Independent Schools Guide	<i>2023 Hudson Valley Ultimate Guide</i> SPACE CLOSE: 3/24/23 PUB DATE: 4/28/23	<i>Valley Table's</i> Spring Restaurant Week	JAN 4	JAN 12	FEB 10
APR	HOME DESIGN TRENDS Birding in the Hudson Valley Where to Volunteer this Summer	Home Professionals Profiles Parties, Weddings & Celebrations Region's Finest Medical Centers :: Spring Dining			FEB 1	FEB 9	MAR 10
MAY	BEST PLACES TO LIVE NOW Great Hikes in Every County The Region's Top Realtors	Excellence in Nursing Awards Mortgage Professionals Profiles Real Estate Profiles		<i>Hudson Valley Magazine's</i> Excellence in Nursing Awards	MAR 7	MAR 15	APR 14
JUN	MUSIC IN THE HUDSON VALLEY Summer Cocktail Trends The Region's Top Dentists	Dental Profiles :: Education Hotel, Inns, and B&B Profiles Kitchens and Baths Parties, Weddings & Celebrations	<i>Valley Table</i> - Summer SPACE CLOSE: 5/2/23 PUB DATE: 6/2/23		APR 4	APR 12	MAY 12
JUL	BEST OF HUDSON VALLEY® Teens Making a Difference Pros and Cons of CBD	Area Attractions Destination Guide Health & Wellness Summer Dining			MAY 9	MAY 17	JUN 16
AUG	GUIDE TO HUDSON VALLEY LAKES Best Hudson Valley Creameries Antiquing in Germantown	College & Grad School Guide (also runs in <i>Delaware Today</i> , <i>Westchester Magazine</i> , <i>Main Line Today</i> - close: 6/8/23) Parties, Weddings & Celebrations	<i>Valley Table</i> - Fall SPACE CLOSE: 8/1/23 PUB DATE: 9/1/23		JUN 5	JUN 13	JUL 14
SEP	FALL GETAWAYS Autumn Arts Preview Main Street Shopping	Education Fall Dining Hotel, Inns, and B&B Profiles Specialty Clinics		<i>Hudson Valley Magazine's</i> Best of Hudson Valley® Party	JUL 12	JUL 20	AUG 18
OCT	BEST NEW RESTAURANTS A Guide to Regional Rail Trails It's Pumpkin Season	55 & Better Home Professionals Profiles Smart Money	<i>Valley Table</i> - Winter SPACE CLOSE: 9/19/23 PUB DATE: 10/20/23		AUG 8	AUG 16	SEP 15
NOV	TOP DOCTORS Shopping with an Interior Designer Best Artisan Bread Bakeries	Healthcare Profiles Holiday Catering & Party Planning		<i>Valley Table's</i> Fall Restaurant Week	SEP 6	SEP 14	OCT 13
DEC	HOLIDAY GIFT GUIDE Women in Business Beyond Egg Nog: Hip Holiday Cocktails	Giving Guide Health & Wellness Winter Dining	<i>2024 Westchester/Hudson Valley Weddings</i> SPACE CLOSE: 11/15/23 PUB DATE: 12/29/23	<i>Hudson Valley Magazine's</i> Women in Business Luncheon	OCT 4	OCT 12	NOV 10
JAN 2024	NEW YEAR, NEW YOU Pasta, Please! Wonderful Winter Weekends	Faces of the Hudson Valley :: Education Health & Wellness :: Home Improvement Parties, Weddings & Celebrations			NOV 6	NOV 14	DEC 15

Sought after local content, delivered in print, online and across social media platforms.

Hudson Valley is part of Today Media, known for its award-winning regional magazines reaching more than 700,000 readers each month. Additional specialty publications focusing on specific topics — including business, weddings, and home & garden — provide an extended reach and distribution to targeted special-interest audiences within our affluent demographic.





Keep live matter 3/8" from trim edge on top, sides and bottom.
Keep all printer's marks outside of bleed area.
For bleed allow 1/8" beyond all trim.

DIMENSIONS	WIDTH	HEIGHT
Trim Size	8 3/16" (8.187")	10 7/8" (10.875")
Bleed Size	8 7/16" (8.437")	11 1/8" (11.125")
Image Area (Full)	7"	10"
2/3 Vertical	4 5/8" (4.625")	10"
1/2 Vertical	4 5/8" (4.625")	7 3/8" (7.375")
1/2 Horizontal	7"	4 7/8" (4.875")
1/3 Square	4 5/8" (4.625")	4 7/8" (4.875")
1/3 Vertical	2 1/4" (2.25")	10"
1/4 Vertical	3 1/2" (3.5")	4 7/8" (4.875")
*(Dining Section Only)		
1/6 Horizontal	4 5/8" (4.625")	2 1/4" (2.25")
1/6 Vertical	2 1/4" (2.25")	4 7/8" (4.875")
1/12	2 1/4" (2.25")	2 1/4" (2.25")

Terms & Guidelines

Frequency: Published monthly. On sale approximately the third week of the month prior to issue date.

Closing Dates: Generally about the 15th of the month one month prior to issue date, e.g. February 15th for the March issue. When normal closing date falls on Saturday, Sunday or holiday, issue closes preceding work day.

Cancellations: Neither the advertiser nor its agent may cancel after the closing date. If by the closing date the magazine has not received copy that, in its sole discretion, it deems acceptable for publication, it may either repeat the advertiser's most recent advertisement which it has published or publish nothing, charging the agency and advertiser for any space reserved by them.

File Requirement: Preferred file format for camera-ready art is PDF/x-1a

Additional Services:

- Online advertising on hvmag.com
- Event Sponsorships
- Creative Services
- Reprints

Advertisements created by *Hudson Valley* will be charged a nominal fee. Please call for details.

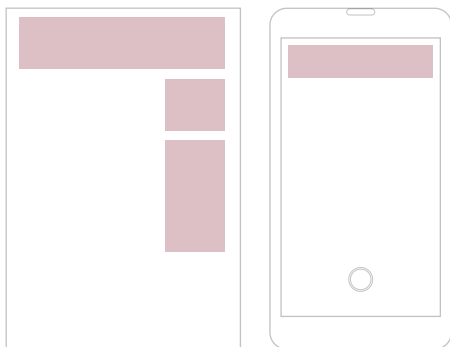
All production charges will be billed to advertisers.

WEBSITE DISPLAY ADVERTISING

Specs: 970 x 250, 300 x 250,
300 x 600, 300 x 50 (mobile)

File Size: 40kb max

File Type: JPEG/PDF



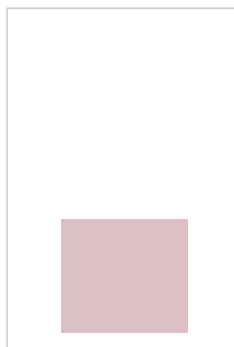
E-NEWSLETTER SPONSORSHIPS

Specs: 75 words with thumbnail
photo (575 x 325) and URL
landing page

File Size: 40kb max

File Type: JPEG/PDF

Banner Ad Specs: 300 x 250

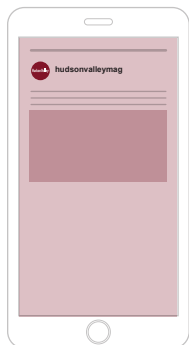
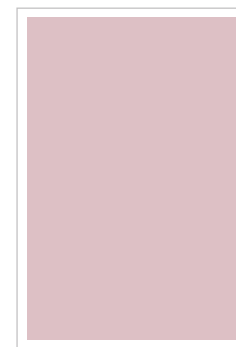


DEDICATED EBLAST

Specs: 600 x maximum height 1450

File Size: under 500kb

File Type: JPEG or HTML accepted
with all coding provided



NATIVE/FACEBOOK/INSTAGRAM

Image Specs: 1200 x 627 pixels

File Size: Under 1 MB

File Type: Photos and Logos must be jpeg files
Please send 5-10 images for consideration

Short Title: 25 characters or less

Short Description: 90 characters limit

Landing Page URL: Landing Page you wish to drive the
image to

Logo Maximum size: 200x200 pixels

Minimum requirements: 1 logo, transparent PNG file

Recommended: 2 versions (light & dark)

Long Title*: 90 characters or less

Long Description*: 140 characters limit

Call To Action: 25 characters or less

Advertiser Name: 25 characters or less

** = Optional by client*

Hudson Valley

1 Summit Court, Suite 201, Fishkill, NY, 12524

845.463.0542

sales@hvmag.com

hvmag.com

